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IN THE UNITED STATES PATENT AND TRADEMARK OFFICE

APPLICANTS: Scott A. Rosenberg

APPLICATION NO.: 10/033,401

FILING DATE: December 26, 2001

TITLE: Advertisements In A Television Recordation System

EXAMINER: Not Yet Known

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GROUP ART UNIT: 2615

MAY 07 2002

ATTY. DKT. NO.: 22407-05674

Technology Center 2600

CERTIFICATE OF MAILING

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Dated: 02/28/02

By: Laura Majerus
Laura Majerus

Commissioner For Patents
Office Of Initial Patent Examination
Customer Service Center
Washington, Dc. 20231

REQUEST FOR CORRECTED FILING RECEIPT

SIR:

Enclosed is a copy of the Official Filing Receipt. It contains the following error:

1. The Domestic Priority data is stated as "This application is a CIP of 09/978,144 10/15/2001 which claims benefit of 60/258,671 12/27/2000". The correct Priority should be **CIP of 09/978,144 10/15/2001 AND claims benefit of 60/258,671 12/27/2000** as evidenced by the first page of the application, a copy of which is enclosed.

Please issue a corrected Filing Receipt rectifying this error.

Respectfully submitted,
SCOTT A. ROSENBERG

Dated: 02/28/02

By: Laura Majerus
Laura Majerus, Reg. No.: 33,417
Fenwick & West LLP
Two Palo Alto Square
Palo Alto, CA 94306
Tel.: (415) 875-2332
Fax.: (415) 281-1350



Advertisements in a Television Recordation System

Inventor

Scott A. Rosenberg

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Related Applications

Technology Center 2600

[0001] This application claims priority under 35 U.S.C. § 119(e) to U.S. Provisional Application No. 60/258,671, filed December 27, 2000, and entitled "Advertisements in a Television Recordation System," which is incorporated by reference herein in its entirety. This application is also a continuation in part of U.S. Utility Application No. 09/978,144, filed October 15, 2001, and entitled "Method and System for Dynamic Ad Placement Engine," which is incorporated by reference herein in its entirety.

Technical Field

[0002] The present invention relates generally to digital video recorders and, more specifically, to a method and system for determining and playing ads in digital video recorders.

Background of the Invention

[0003] Placing an advertisement ("ad") in a medium that reaches the largest target audience has long been the goal of advertisers. One way of achieving this goal is to target people through media contexts, such as video media, that attract an audience of likely



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APPLICATION NUMBER	FILING DATE	GRP ART UNIT	FIL FEE REC'D	ATTY.DOCKET.NO	DRAWINGS	TOT CLAIMS	IND CLAIMS
10/033,401	12/26/2001	2615	1160	22407-05674	5	20	8

00758
FENWICK & WEST LLP
TWO PALO ALTO SQUARE
PALO ALTO, CA 94306

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JAN 28 2002

FENWICK & WEST LLP.

CONFIRMATION NO. 1472

FILING RECEIPT



OC00000007356361

Date Mailed: 01/24/2002

Receipt is acknowledged of this nonprovisional Patent Application. It will be considered in its order and you will be notified as to the results of the examination. Be sure to provide the U.S. APPLICATION NUMBER, FILING DATE, NAME OF APPLICANT, and TITLE OF INVENTION when inquiring about this application. Fees transmitted by check or draft are subject to collection. Please verify the accuracy of the data presented on this receipt. If an error is noted on this Filing Receipt, please write to the Office of Initial Patent Examination's Customer Service Center. Please provide a copy of this Filing Receipt with the changes noted thereon. If you received a "Notice to File Missing Parts" for this application, please submit any corrections to this Filing Receipt with your reply to the Notice. When the USPTO processes the reply to the Notice, the USPTO will generate another Filing Receipt incorporating the requested corrections (if appropriate).

Applicant(s)

Scott Rosenberg, Somerville, MA;

Domestic Priority data as claimed by applicant

THIS APPLICATION IS A CIP OF 09/978,144 10/15/2001
WHICH CLAIMS BENEFIT OF 60/258,671 12/27/2000

AND

Foreign Applications

If Required, Foreign Filing License Granted 01/24/2002

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Technology Center 2600

Projected Publication Date: To Be Determined - pending completion of Missing Parts

Non-Publication Request: No

Early Publication Request: No

Title

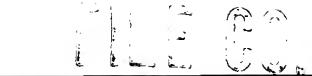
Advertisements in a television recordation system

Preliminary Class

386



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Bib Data Sheet

CONFIRMATION NO. 1472

SERIAL NUMBER 10/033,401	FILING DATE 12/26/2001 RULE	CLASS 386	GROUP ART UNIT 2615	ATTORNEY DOCKET NO. 22407-05674
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APPLICANTS

Scott Rosenberg, Somerville, MA;
Denise Gurer, Scotts Valley, CA;
Elaine Lusher, Pleasanton, CA;

** CONTINUING DATA *****

THIS APPLICATION IS A CIP OF 09/978,144 10/15/2001
AND CLAIMS BENEFIT OF 60/258,671 12/27/2000

** FOREIGN APPLICATIONS *****

IF REQUIRED, FOREIGN FILING LICENSE GRANTED

** 01/24/2002

Foreign Priority claimed	<input type="checkbox"/> yes <input type="checkbox"/> no	STATE OR COUNTRY MA	SHEETS DRAWING 5	TOTAL CLAIMS 20	INDEPENDENT CLAIMS 8
35 USC 119 (a-d) conditions met	<input type="checkbox"/> yes <input type="checkbox"/> no <input type="checkbox"/> Met after Allowance				
Verified and Acknowledged	Examiner's Signature _____ Initials _____				

ADDRESS

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TITLE

Advertisements in a television recordation system

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